CLAIMS:

What is claimed is:

1. A network system comprising:

an analysis engine interacts with a user profile server and a content management system, the analysis engine to perform at least one analysis in real-time;

the user profile server to perform one of collection and management of user data; and

the content management system to manage a plurality of content types for a plurality of service points in real-time, wherein a service point supports a specific content type.

2. The network system of claim 1, wherein the content management system is to provide a plurality of results having personalized content for a plurality of service points.

3. The network system of claim 1, wherein a first service point serves the purpose of one of recommendation of an agent to an agent desktop, supporting a request to route data, supporting a request for agent assignment, and an outbound campaign service.

4. The network system of claim 1, wherein the analysis engine is to collect data from a plurality of customer contact points.

5. The network system of claim 1, wherein the user profile server includes one of static profile attributes and dynamically generated attributes.

6. The network system of claim 5, wherein input from one of a first agent and a second agent updates one of the static profile attributes and the dynamically generated attributes.

7. The network system of claim 1, wherein a first service point retrieves a first content using results from a first analysis; and

a second service point retrieves a second content using the results from the first analysis.

8. The network system of claim 1, comprising:

a client request is associated with a first agent by a service point.

9. The network system of claim 1, wherein the user profile server is coupled to a data repository for service data and metadata.

10. The network system of claim 1, wherein the user profile server, the analysis engine, and the content management system operated on one of a local and remote server.

11. A method comprising:

accessing a customer profile and preferences;

sending the customer profile and the preferences to an analysis engine;

accessing recommended items in real-time;

retrieving content for at least one recommended item;

supporting a content type by a service point; and

managing a plurality of content types for a plurality of service points.

12. The method of claim 11, further comprising:

collecting data from a plurality of customer contact points.

13. The method of claim 11, wherein the customer profile is provided by a user profile server coupled to an analysis engine.

14. The method of claim 12, wherein the user profile server includes one of static user profile attributes and dynamically generated attributes.

15. The method of claim 14, further comprising:

updating one of the static profile attribute and the dynamically generated attribute.

16. The method of claim 11, comprising:

retrieving a first content by a first service point using results from a first analysis; and

retrieving a second content by a second service point using the results from the first analysis.

17. The method of claim 12, wherein the user profile, the analysis engine, and the content management system are operated on one of a local server and a remote server.

18. A machine readable storage media containing executable program instructions which when executed cause a digital processing system to perform a method comprising:

accessing a customer profile and preferences;

sending the customer profile and the preferences to an analysis engine;

accessing recommended items in real-time;

retrieving content for at least one recommended item,

supporting a content type by a service point; and

managing a plurality of content types for a plurality of service points.

19. The machine readable storage media of claim 18, wherein the method further comprises:

managing a plurality of content types for a plurality of service points.

20. The machine readable storage media of claim 18, wherein the method further comprises:

collecting data from a plurality of customer contact points.

21. The machine readable storage media of claim 19, wherein a user profile server is coupled to an analysis engine and a content management system, the content management system manages the plurality of content types.

22. The machine readable storage media of claim 21, wherein the user profile server includes one of static user profile attributes and dynamically generated attributes.

23. A machine readable storage media of claim 22, wherein the method further comprises:

updating one of the static profile attribute and the dynamically generated attribute.

24. The machine readable storage media of claim 18, wherein the method comprises:

retrieving a first content by a first service point using results from a first analysis; and

retrieving a second content by a second service point using the results from the first analysis.

25. The machine readable storage media of claim 22, wherein the user profile server, the analysis engine, and the content management system are operated on one of a local server and remote server.